

Presentation Sessions

Day 1

Finance => 1

Session Chair: Prof. Dr. Nadeem Iqbal

S. No.	Paper Title	Presenter	Presenter's Affiliation
1	The Economic Dynamics of Infrastructural Financing and Human Capital Development in Nigeria	Prof. Johnson I. Okoh	Department of Financial Studies National Open University of Nigeria
2	Dynamic relationship of Pakistan Stock Market with the Stock Markets of Developed Countries which have Portfolio Investment in Pakistan	Ms. Sayada Faiza Batool	Department of Management Sciences, University of Gujrat, Pakistan
3	Narratives of Change Rethinking Holistic Development and Spirituality in the Age of AI for Sustainable Futures	Prof. Dr. Navid Jamil Malik	Dean, Faculty of Humanities and Social Sciences, Director, University of Sialkot, Daska Road, Sialkot, Pakistan
4	Profitability Comparison of Small, Medium and Large Dairy Farms in Five Selected Districts of Punjab, Pakistan	Ms. Sara Anwar	Sara Anwar Assistant Registrar PMAS-UAAR Rawalpindi, Pakistan
5	Strategic Agility and Sustainable Innovation in Tech Startups: A Comparative Study of Türkiye and Pakistan	Shahida Azam	Riphah International College, Dera Ghazi Khan Punjab, Pakistan

6	Rate of Change and Pre-Calculus Ideas in Lower Secondary Science: A Comparison of Turkish Textbooks from 1954 and 2024	Dr. Şule ŞAHİN	Lecturer of Mathematics, Department of Mathematics, Faculty of Engineering and Natural Sciences, Hitit University Corum, Turkiye
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Finance => 2

Session Chair: Prof. Dr. Esref Savas Başcı

S. No.	Paper Title	Presenter	Presenter's Affiliation
1	The Reasons for the Self-Control Bias of Investors in the Pakistan Stock Exchange (PSX) and the Degree of Its Growth	Dr. Aijaz Mustafa Hashmi	HoD/Associate Professor Faculty of Business Administration NUML Islamabad, Pakistan
2	The Impact of Creativity and Green Environment Practices on Sustainable Performance in Banking Sector of Pakistan	Ms. Samra Noreen	Lecturer, Al-Musaddiq Institute of Higher Education, Kharian, Punjab, Pakistan
3	Financial Innovation and Sustainable Economic Development in Developed Economies: The Interplay of Finance, Technology, and Renewable Transitions	Dr. Syed Asim Shah	Assistant Professor – Management Sciences, National University of Modern Languages, Islamabad, Pakistan
4	Investor Protection and Financial Performance Evidence from Asian Islamic Banks	Dr. Muhammad Naeem	Associate Professor – Economics & Finance, Foundation University Islamabad, Pakistan

5	The Role of Digital Finance and Blockchain in Strengthening SME Resilience in Emerging Markets	Prof. Dr. Nadeem Iqbal	National Skills University Islamabad, Pakistan
6	Sentiment Analysis-Based Prediction of Stock Prices in the Pakistan Stock Exchange: A Deep Learning Approach	Dr. Hassan Raza	Associate Professor Management Sciences, SZABIST University, Islamabad Pakistan

Engineering => 1

Session Chair: Dr. Hallimatun Saadiah

S. No.	Paper Title	Presenter	Presenter's Affiliation
1	Smart Milling Systems: Temperature Data-Based Asynchronous Motor Application with PLC and Mobile Control	Res. Asst. Ömer Faruk TOZLU	Hitit University, Faculty of Engineering and Natural Sciences, Department of Electrical and Electronics Engineering Corum, Turkiye
2	Mathematical Modelling of NSAIDs Transport and Degradation in an Urban River Using an Advection–Dispersion Framework	Assoc. Prof. Dr. Elisabeta Cristina TIMIS	Faculty of Chemistry and Chemical Engineering, Department of Chemical Engineering, Babeş-Bolyai University Romania
3	Enhancing Vehicular Network Slicing With Uav-Assisted Path Planning	Dr. Wafa HAMDI	Department of Artificial Intelligence and Machine Learning, Faculty of Engineering and Natural Sciences, Hitit University Corum, Turkiye
4	Criteria for Asymptotic Stability of Nonlinear Delay Dynamic Equations	Dr. Nour ALSHARIF	Hitit University, Faculty of Engineering and Natural Sciences, Mathematics Corum, Turkiye

5	Corrosive Wear Mechanisms of Metallic Biomaterials in Simulated Body Fluids	Assoc. Prof. Dr. Bünyamin ÇİÇEK	Hitit University, Technical Sciences Vocational School, Department of Machinery and Metal Technology Corum, Türkiye
6	Comparative Evaluation of Positive and Negative INSERTs under Different Tool Height Settings in AISI 304 Turning	Dr. Mustafa SEYREK	Hitit University, Technical Sciences Vocational School Corum, Türkiye

Engineering => 2

Session Chair: Dr. Mustafa Seyrek

S. No.	Paper Title	Presenter	Presenter's Affiliation
1	Development of a Deep Learning Based Mobile Decision Support System for Diagnosis of Nail Anomalies	Assoc. Prof. Dr. Kenan GENÇOL	Department of Computer Engineerin2, Hitit University, Corum, Türkiye
2	Cathodic Protection of Reinforced Concrete Using Sacrificial Anodes	Assoc. Prof. Dr. Julieta Daniela CHELARU	Faculty of Chemistry and Chemical Engineering, Department of Chemical Engineering, Babeş-Bolyai University Romania
3	Applicability of Micro Nuclear Energy Systems in Industrial Dense Areas: Energy Supply Security, Carbon Reduction, and Economic Analysis Based on the Kocaeli Example	Assoc. Prof. Dr. Salih ÖZER	Muş Alparslan University, Faculty of Engineering and Architecture, Department of Mechanical Engineering and Nuclear Energy and Energy Systems Türkiye
4	Improving Ad-Click Prediction Through Feature Extraction	Ms. Ceyda ÇAĞ	Faculty of Engineering and Natural Sciences, Department

	And Ensemble Models Optimization		of Computer Engineering, Hitit University, Çorum, Turkey
5	Production of Fermented Pistachio Beverages with <i>Spirulina platensis</i>	Assoc. Prof. Dr. Nilgün ÖNCÜL	Muğla Sıtkı Koçman University Fethiye Faculty of Health Sciences Department of Nutrition and Dietetics Karaculha, Türkiye
6	Rheological and Structural Challenges in Fermented Plant-Based Milk Alternatives: Role of Exopolysaccharide-Producing Lactic Acid Bacteria	Dr. Mehtap ÇELİK	Hitit University, Faculty of Engineering and Natural Sciences, Food Engineering Çorum, Turkey

Management => 1

Session Chair: Dr. Omar Khalid Bhatti

S. No.	Paper Title	Presenter	Presenter's Affiliation
1	Entrepreneurial Intentions among Gen Z in Pakistan: A Review-Based Analysis of Motivations, Barriers, and Policy Interventions	Dr. Syed Ali Raza Hamid	Dean - Management Sciences Hamdard University, Islamabad, Pakistan
2	Knowledge Sharing Mechanism in the Telecom Sector of Pakistan	Mr. Saad Babar	Lecturer Faculty of Management Sciences, Hamdard University, Islamabad, Pakistan
3	Measuring What Enables: Performance Indicators for Internationalization in Turkish Higher Education	Assoc. Prof. Dr. Mustafa Onur TETİK	Hitit University, Faculty of İİBF, Department of International Relations Çorum, Turkey
4	Integrating Planning, Performance, and Data Governance:	Assoc. Prof. Dr. Elif Genç TETİK	Hitit University, Çorum, Turkey

	Evidence from Four Higher Education Systems		
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Psychology => 1

Session Chair: Dr. Um I Lila

S. No.	Paper Title	Presenter	Presenter's Affiliation
1	The Effect of Eye Movement Desensitization and Reprocessing (EMDR) on Pain in Patients with Rheumatoid Arthritis	Assoc. Prof. Dr. Serpil YILMAZ	Hitit University Faculty of Health Sciences, Department of Psychiatric Nursing, Çorum, Turkey
2	Mind Games and Cognitive Exercises as Predictors of Long-Lasting Cognitive Longevity in Adulthood	Prof. Dr. Bilyana YORDANOVA	South-West University, Bulgaria
3	Impact Of Screen Time on Parent-Child Relationship Across Children Aged 2 To 6 Years with Classic and Virtual Autism	Ms. Maryam Itfaq	MS Scholar, Department of Psychology, Foundation University School of Science and Technology (FUSST), Islamabad, Pakistan
4	Life-skills and Perceived Self Efficacy as Predictors of Emotional and Behavioral Problems in Adolescents with Non-Communicable Diseases	Ms. Misbah Ashfaq	MS Scholar, Department of Psychology, Foundation University School of Science and Technology (FUSST), Islamabad, Pakistan
5	Impact of grief on marital satisfaction among parents after child loss: role of religiosity	Ms. Nida Badar	MS Scholar, Department of Psychology, Foundation University School of Science and Technology (FUSST), Islamabad, Pakistan
6	Climate Anxiety, Depression, And	Dr. Iram Bibi	Assistant Professor, Department of

	Resilience in Pakistani Older Adult		Behavioral Science National University of Sciences and Technology (NUST), Islamabad, Pakistan
7	The Eidetic Model of Inclusive Learning (EMIL): From Growth to Inclusion for Learners with Specific Learning Disorder - A Health-Science Adaptation Study	Dr.Semra Salik	Assistant Professor, Clinical Psychologist, Fazaia Medical College, Air University, Islamabad

Health Sciences => 1

Session Chair: Prof. Dr. Nurcan Baykam

S. No.	Paper Title	Presenter	Presenter's Affiliation
1	Hepatitis B Infection in Children and Its Importance	Res. Asst. Ahu Pınar TURAN	Hitit University, Faculty of Health Sciences, Department of Child Health and Disease Nursing, Çorum, Turkey
2	Bertolotti's Syndrome: An Uncommon Cause of Lower Back Pain	Maj Gen® Liaquat Ali HI(M),	Prof. Anesthesia & Pain Medicine Foundation University School of Health Sciences (FUSH/FUI), Fauji Foundation Hospital, Rawalpindi.
3	Psychological Impact of COVID-19 outbreak and the use of early precautionary measures among physicians and nurses in Pakistan	Ali bin Asim	Senior Lecturer – FUSH Foundation University Islamabad Pakistan
4	Primary School – Opportunities and Challenges in the Field of Physical Education and	Prof. Mario BAİĆ	University of Zagreb, Faculty of Kinesiology, Croatia

	Health (Croatian Example)		
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English => 1

Session Chair: Dr. Şeyma KARACA KÜÇÜK

S. No.	Paper Title	Presenter	Presenter's Affiliation
1	Exploring Socio-Cultural Challenges of Pakistani Transgender Community: A Multimodal Analysis of Print Media Discourse	Ms. Sabah Aziz	Lecturer, Department of Psychology Riphah International University, Islamabad, Pakistan
2	Linguistic Stance and National Identity in Climate Discourse: A Comparative Analysis of UNGA Speeches	Mr. Usama Hassan	MS Scholar, Department of English Foundation University School of Science and Technology (FUSST), Islamabad, Pakistan
3	White trumps black: a critical discourse analysis of Donald trump's tweets on george floyd's killing	Ms. Sajda Jabeen	PhD Scholar and Lecturer, Department of English, Foundation University School of Science and Technology (FUSST), Islamabad, Pakistan
4	Nature and Self in Khaled Hosseini's <i>Seaplayer</i> : An Ecolinguistic Enquiry	Ms. Fatima Nagrah	MS Scholar, Department of English, Foundation University School of Science and Technology (FUSST), Islamabad, Pakistan

5	COMMUNAL HELPLESSNESS AS A THIRD TYPE OF LEARNED HELPLESSNESS: INTERPRETATIVE PHENOMENOLOGICAL ANALYSIS OF CONTEMPORARY ASIAN AND AMERICAN NOVELS	RUBAB RAZA	DEPARTMENT OF ENGLISH FACULTY OF ARTS AND SOCIAL SCIENCES FATIMA JINNAH WOMEN UNIVERSITY, RAWALPINDI
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Marketing => 1

Session Chair: Dr. Syed Ali Raza Hamid

S. No.	Paper Title	Presenter	Presenter's Affiliation
1	Impact of Online Branding on Purchase Intention; Moderating role of Hedonic Motivation and Innovativeness	Dr. Muhammad Maroof Ajmal	PMAS-Arid Agriculture University Rawalpindi Pakistan
2	The Impact of Instagram and TikTok Micro-Influencers on Purchase Intentions	Ms. Riffat Zulfiqar	Department of Management Sciences, University of Gujrat, Pakistan
3	Analyzing Scarcity Messages in Tourism Marketing with Neuromarketing Techniques: An Eye-Tracking Focused Approach	Prof. Dr. Sabiha KILIÇ	Hitit University Faculty of Economics and Administrative Sciences, Department of Business Administration Corum, Turkiye
4	Gender-Based Marketing and the 2D:4D Ratio: A Qualitative Analysis	Dr. Esmâ Ebru ŞENTÜRK	Hitit University, Osmancık Ömer Derindere Vocational School Corum, Turkiye
5	New Findings and Notes on the Early Ottoman Cannons Production, Use and	Asst. Prof. Dr. Hakan YAZAR	Faculty of Humanities and Social Sciences,

	Prevalence, Until 1453		History, Hitit University Corum, Turkiye
6	The Impact of Industry 4.0 on Supply Chain Sustainability during Disruptions: A Review of Current Research	Sobia Amin	PhD Scholar Foundation University Islamabad, Pakistan

Day 2

Finance => 3

Session Chair: Dr. Aijaz Mustafa Hashmi

S. No.	Paper Title	Presenter	Presenter's Affiliation
1	Probing the impact of a Heterogeneous board on sustainability: The role of Family Ownership in emerging economies	Mr. Jawad Abdul Ghaffar	Assistant Professor, Faculty of Management Sciences, Hamdard University Islamabad, Pakistan
2	Strategic Agility and Business Performance of SMEs in Pakistan: Does Environmental Turbulence Matter?	Ms. Ribbat Khan	PhD Scholar, Department of Leadership and Management Studies, National Defence University, Pakistan.
3	Shaping Tomorrow's Investment: Unravelling the Socially Responsible Investment (SRI) Intention, the combined use of Partial Least Squares (PLS-SEM) and Necessary Condition Analysis (NCA)	Dr. Sidra Gazali	Lecturer, University Institute of Management Sciences Arid Agriculture University, Rawalpindi
4	Role of FinTech adoption and Digital	Dr. Muhammad Hafeez	Institute of Business Management Sciences,

	Agricultural Finance in Farm Productivity		University of Agriculture, Faisalabad 38040, Pakistan
5	Entrepreneurial Ecosystem, Start-Ups and AI, a Global Perspective	Mr. Aqib Abbasi	Deputy Manager (Resource Mobilization) Character Education Foundation, Pakistan

Finance => 4

Session Chair: Dr. Shahab Aziz

S. No.	Paper Title	Presenter	Presenter's Affiliation
1	Exploring the Evolution and Future Trajectories of Green Financing and Governance A Comprehensive Bibliometric Analysis Over Five Decades	Mr. Saad Babar	Lecturer, Faculty of Management Sciences, Hamdard University, Islamabad, Pakistan saad.baber@hamdard.edu.pk
2	Sustainable or Superficial? Unpacking the Long-Term Value of CSR in BRIC Economies	Mr. Muhammad Rizwan	MBA Finance Foundation University Islamabad Pakistan
3	Trust or not to Trust: Receiver Decisions in a Cheap-Talk Sender Receiver Game	Ms. Fizzah Najm	Lecturer – Economics & Finance, Faculty of Management Sciences, Foundation University Islamabad, Pakistan
4	Uncovering the Nexus of Financial Inclusion, Informality, and Tax Revenues	Assoc. Prof. Dr. Recep YORULMAZ	Faculty of Faculty of Political Science, Department of of Finance, Ankara Yildirim Beyazit University Turkiye
5	Impact of FinTech adoption on Financial Decision Making: A Case study of Generation-Z	Mr. Muhammad Mohsin	Director Champion Law College Bahawalpur Punjab, Pakistan

Engineering => 3

Session Chair: Dr. Wafa Hamdi

S. No.	Paper Title	Presenter	Presenter's Affiliation
1	Aspect-Based Sentiment Analysis on Employee Feedback on Work-Life Balance In It Industry Using Machine Learning	Mr. Saipunidzam Mahamad	Department Of Computing, Universiti Teknologi Petronas Seri Iskandar, Perak, Malaysia
2	Enhancing Artificial Intelligence-Based Decision Support System (DSS) For Testing and Learning System	Mr. Saipunidzam Mahamad	Universiti Teknologi PETRONAS UTP, 32610 Seri Iskandar, Perak Malaysia
3	AI-Driven Financial Scam Detection System Using NLP And Malaysian Social Media Data	Dr. Hallimatun Saadiah	Universiti Teknologi PETRONAS 32610 Seri Iskandar, Perak, Malaysia
4	Estimation Of Post-Operative Life Expectancy in The Lung Cancer Patients with Machine Learning Algorithms	Res. Asst. Emre Barış İRİŞ	Hitit University, Faculty Of Engineering And Natural Sciences, Department Of Electrical-Electronics Engineering Corum, Turkiye
5	Blockchain Technology in Halal Industry A Framework Assessing Readiness and Potential for Innovation, A Case of Malaysia	Dr. Hallimatun Saadiah	Department Of Computing Universiti Teknologi Petronas, Malaysia
6	Deepfake Image Detection Using Transfer Learning on Pretrained Convolutional Neural Networks	Dr. Hallimatun Saadiah	Universiti Teknologi PETRONAS 32610 Seri Iskandar, Perak, Malaysia

7	RNA-Seq Gene Expression-Based Cancer Detection with Machine Learning and Dimensionality Reduction	Mr. Saipunidzam Mahamad	Universiti Teknologi PETRONAS 32610 Seri Iskandar, Perak, Malaysia
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Management => 2

Session Chair: Dr. Recep Aydın

S. No.	Paper Title	Presenter	Presenter's Affiliation
1	Impact of Motivational factors and Green Behaviors on Employee Environmental Performance	Ms. Qurat ul Ain	Lecturer – Economics & Finance, Faculty of Management Sciences, Foundation University Islamabad, Pakistan
2	Remote Work and Employee Engagement Post-COVID A Human Capital Perspective from South Asia	Prof. Dr. Nadeem Iqbal	National Skills University Islamabad

Health Sciences => 2

Session Chair: Maj. Gen. Liaquat

S. No.	Paper Title	Presenter	Presenter's Affiliation
1	Differential Geometric Analysis of Minimal Surfaces in the Crimean-Congo Hemorrhagic Fever (CCHF) Related CCHFV N Protein and Comparison with Protein Im17	Dr. Şule ŞAHİN	Lecturer of Mathematics, Department of Mathematics, Faculty of Engineering and Natural Sciences, Hitit University Corum, Turkiye
2	Approach to Children with Crimean-Congo Hemorrhagic Fever	Ms. Sevgi TEKİN	Institute of Graduate Studies, Department of Pediatric Nursing, Hitit University Corum, Turkiye

3	AI in Women's Health: A Supportive Tool for Clinical Practice	Dr. Seniye Burcu TORUMTAY ALIÇ	Çorum Private Hospital Gynecology and Obstetrics Department Corum, Turkiye
4	ACL Prevention Program on Dynamic Knee Valgus in Football	Dr. Mira AMBRUS	Research Center for Sport Physiology, Hungarian University of Sports Sciences, 1123 Budapest, Hungary
5	THE ROLE OF ISLAMIC COGNITIVE RESTRUCTURING ON STRESS REDUCTION AND SPIRITUAL WELL-BEING	Ms. Rida Batool	MS Clinical Psychology Shifa Tameer e Milat University, Islamabad
6	THE ROLE OF HYPNOTHERAPY IN REDUCING MIGRAINE RELATED STRESS AND ENHANCING QUALITY OF LIFE IN YOUNG ADULTS	Prof. Dr. Um-i-Lela	Dean, School of Arts and Social Sciences Professor of Psychology Department of Humanities and Social Sciences Gift University, Gujranwala, Pakistan

English => 2

Session Chair: Dr. Şeyma KARACA KÜÇÜK

S. No.	Paper Title	Presenter	Presenter's Affiliation
1	Green Talk, Dirty Business: A Critical Ecolinguistic Analysis of Greenwashing in Corporate Sustainability Discourse	Dr. Mehwish	HoD English Department, Foundation University School of Science and Technology (FUSST), Islamabad, Pakistan
2	The Role of Semantic Prosody in Shaping Media Narratives: A Corpus-Assisted	Ms. Sobia Naz	MS Scholar, Department of English, Foundation

	Critical Discourse Analysis of the Iran-Israel Conflict		University School of Science and Technology (FUSST), Islamabad, Pakistan
3	Rhizomatic Becomings and Posthuman Ethics: Rethinking Subjectivity in <i>Alita: Battle Angel</i> (2019) and <i>Ex Machina</i> (2015)	Ms. Nida Batool	PhD Scholar, Air University, Islamabad Pakistan
4	Artificial Intelligence and Linguistic Imperialism: Investigating the Dominance of English in AI-Powered Language Technologies	Mr. Gohar Rahman	Lecturer, Department of English National University of Modern Languages (NUML) Pakistan

General/Misc => 1

Session Chair: Prof. Dr. Amir Gulzar

S. No.	Paper Title	Presenter	Presenter's Affiliation
1	Beyond Security: U.S. Public Diplomacy and the Making of the Turkish American Alliance, 1945–53	Asst. Prof. Dr. Murat TOMAN	Faculty of Economics and Administrative Sciences, International Relations, Hitit University, Çorum, Turkey
2	Artificial Intelligence and the Family: The Possibility of Privacy in the Home	Asst. Prof. Murat YILMAZ	Hitit University, Ilahiyat Faculty, Department of Sociology of Religion Corum, Turkiye
3	Entrepreneurship, Clean Technologies and Food Security: An Integrated Approach to Strengthen	Dr. Moustapha Maman Mounirou	Abdou Moumouni University, Institute of Radio-Isotopes, Department of Radio-Agronomy Turkiye

	Agricultural Sustainability in the Sahel		
4	Revitalisation of Industrial Heritage through Adaptive Reuse and Urban Integration: The Case of the Promenade Plantée	Dr. Şeyma SEYREK	Hitit University, Iskilip Vocational School, Architecture and Urban Planning, Çorum, Turkey
5	Education as Enterprise: Understanding the Business Models Behind International Schools in Spain and the Rest of the World	Mr. Kristian FARKAS	European University of Madrid, Spain
6	From <i>Scienza Nova</i> to naturalist intelligence and its practical fulfillment through education with reference to multiple intelligences theory application in a Romanian secondary school	Sorin-Avram VÎRTOP	Constantin Brâncuşi University from Târgu –Jiu, Department for Teachers’ Training DPPD, Strada Grivitei, Nr. 1, Targu Jiu, 210185, Jud. Gorj., ROMANIA

Sports Science => 1

Session Chair: Prof. Dr. Erkan Demirkan

S. No.	Paper Title	Presenter	Presenter’s Affiliation
1	Validation and Implementation of a Newly Developed Soccer-Specific Skills and Agility Test (SSAT)	Prof. Dr. Mehmet KUTLU	Department of Physical Education and Sports, Faculty of Sport Sciences, Hitit University, Çorum, Türkiye

2	Field Tests in Performance Analysis of Combat Sports	Deniz AKDEMİR	Department of Coaching Education, Faculty of Sport Sciences, Hitit University, Çorum, Turkey
3	Evaluation of Professional Motivation of Coach	Mr. Bahattin GÜNDÜZ	Department of Coaching Education, Faculty of Sport Sciences, Hitit University, Çorum, Turkey